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Leaflet Regarding Rules of Publication.—CALIFORNIA AND WESTERN MEDICINE has prepared a leaflet explaining its rules regarding publication. This leaflet gives suggestions on the preparation of manuscripts and of illustrations. It is suggested that contributors to this Journal write to its office requesting a copy of this leaflet.

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EDITORIALS†

COUNTY FAIRS AND THEIR VALUE IN PUBLIC HEALTH EDUCATION: EXPERIENCE OF TEHAMA COUNTY

California's County Fairs.—During this year, 1941, more than fifty county fairs will be opened in the State of California. The place which they hold in the minds and hearts of citizens may best be appreciated by the large number of citizens who visit them, a fact much in evidence during the last decade. Last year, the State Fair—always an outstanding feature of Sacramento—recorded more than 500,000 visitors; and the Los Angeles County Fair, held at Pomona, was credited with an attendance of more than 600,000 persons! In lesser degree, but equally significant, are the attendance figures of the other county fairs.

* * *

Receptive Attitude of Citizens Who Go to Fairs.—It is true that citizens attend fairs for a large number of reasons, as is promptly understood when the diversity of exhibits and entertainment on display are taken into consideration. Nevertheless, even though many go for entertainment, rather than in a primary quest for serious knowledge or factual data, it cannot be denied that, these citizens, having the leisurely mental outlook inspired by a holiday, in the majority of cases, are susceptible to almost any kind of educational attack, provided the approach be made alluring.

* * *

An Excellent Field for Public Health Education.—To make the above applicable in the promotion of public health education, it would seem that organized and scientific medicine need only devise exhibits and entertainment in such form, and under such conditions and auspices, as would be attractive to audiences, brought there through other influences, and who are in mood to be shown.

By contrast, as regards efforts necessary to attract large and changing groups under a nonpublic sponsorship, it is only necessary to consider the trials and tribulations of those who have tried to put over privately sponsored public health or other exhibits and programs.

For the information of members, a list of the county fairs that will be held this year in California is given in this issue. (See page 46.)

† Editorials on subjects of scientific and editorial interest, contributed by members of the California Medical Association, are printed in the Editorial Comment column which follows.

C. M. A. Committee on Public Health Education Is Coöperating.—Reports in this year's *Pre-Convention Bulletin* pointed out the value of county fairs as vehicles through which public health education could be carried on; the suggestion receiving favorable consideration by the Reference Committee at Del Monte. The recommendation was also considered by the Committee on Public Health Education, that body earmarking an appropriation for transportation costs of exhibits, films and other accessories. The work, therefore, may be said to be under way in California. All that is now needed is the further coöperation of the various county medical societies. For its inspirational value, the story of the recent Tehama County Fair, held at Red Bluff, is here outlined.

* * *

Tehama County Pioneers With a County Fair Exhibit.—It is gratifying to report that to the smallest component society in the California Medical Association (Tehama Society has only ten members) falls the honor of not only being probably the first to present a Public Health Exhibit at a county fair, but also to have demonstrated that this line of education can be carried through in most successful manner.

* * *

The Tehama County Society Experience.—The Tehama County Fair was scheduled to be held June 12-14 (for three days, Friday to Saturday, inclusive). During a visit to San Francisco by Dr. R. G. Frey, president of the Tehama County Medical Society, the suggestion was made by the Association Secretary that the Tehama County Medical Society might perform a real service if it would sponsor a Public Health Exhibit at the county fair then scheduled to begin in a few weeks. Correspondence ensued, and the following results may now be chronicled:

Doctor Frey, without cost, secured an allocation of space in the Fair building from the board of supervisors;

Persuaded a lumber firm to supply material and construct a film booth;

Another citizen to donate the use of chairs;

A large corporation to lend the use of its film projecting apparatus, and the services of an employee on each afternoon and evening to operate the lantern;

Also to have one of the hospitals place a nurse in attendance at the exhibit booths (California Medical Association Golden Gate Cancer exhibit plus two American Medical Association exhibits), and so on.

When the loud speaker announced that the films were about to be shown (three public health strips), people could be seen leaving the stock pavilions for the exhibit building (almost a quarter of a mile distant!). Audiences showed real interest.

The value of the favorable press notices in the local newspapers is hard to estimate.*

As an immediate aftermath, film portrayals were given before a goodly audience of a fraternal order,

and requests were received from three service and and other clubs.

The expense to the county society? Probably not more than ten to fifteen dollars!

Contemplate, for a moment, the returns in community good-will for that small amount of money by the county society (the California Medical Association paying transportation charges on shipments of exhibit and other material).

The moral? What Tehama County Medical Society has been able to accomplish should be possible of duplication by other component county units.

Why not urge officers of your own county unit to appoint a County Fair Public Health Committee, its chairman to communicate with the Association Secretary, in line with letters already sent to each county society? Why wait until next year? Today is the time to begin!

ANNUAL SESSIONS: A. M. A. AND C. M. A.

Important Actions by A. M. A. House of Delegates.—The annual sessions of the American and California Medical associations usually convene within two or three weeks of one another, the constituent state unit for California setting its convention days so as to have at least a two weeks' interval, in order that California Medical Association members, who wish to attend the national organization meetings, may have a better opportunity to arrange convenient travel schedules. At the recent Cleveland session of the American Medical Association, California was listed as having a total of 204 registrants, a very creditable showing when distance and time necessary for travel are taken into consideration. At the Cleveland session of the American Medical Association, business of considerable importance was transacted as may be noted:

Medical Preparedness.—Naturally, matters related to medical preparedness received special attention, and the reports concerning the manner in which the American Medical Association—acting not only for itself, but also for its constituent state associations and their component county units—has been of real aid to the military services, were most illuminating. Certainly, the citizens of the United States have reason to be grateful for the important services that have been and are being rendered by the physicians in every state of the Union, both in their individual and collective relationships, and for both Selective Service and active military work.

Deferments of Medical Students.—It is heartening to know that the problem of deferments for medical students and interns is being solved in quite satisfactory fashion, and that no serious damage will be done to the existing system of medical education and training, the standards of which must be maintained if adequate service is to be made available at all times for citizens in both military and civilian rôles.

Medical Services by Hospitalization Organizations.—A resolution was presented by the California Medical Association, through its Council, designed to instruct the American Medical Asso-

* See news item on page 45.